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February 8, 2001

Mailout No. MSC 01-02

TO: ALL INTERESTED PARTIES

SUBJECT: PUBLIC WORKSHOP TO DISCUSS DEVELOPMENT AND
IMPLEMENTATION OF OUTREACH AND PUBLIC INFORMATION PLAN
FOR ZERO-EMISSION VEHICLES

While upholding the zero-emission vehicle (ZEV) mandate in its January 25, 2001, Board decision, the Air Resources Board (ARB or Board) expressed the need to greatly enhance public awareness and education of the attributes and benefits of ZEV technologies. For this reason, ARB is holding a public workshop to work with all interested parties to develop a comprehensive public education and marketing plan for ZEVs. This notice is to invite your participation in this process. An evening session is being proposed to encourage public participation by the general public, including electric vehicle (EV) drivers. Details of the workshop are as follows:

Date: February 26, 2001

Time: 2 p.m. to 5 p.m.
6 p.m. to 8 p.m.

Location: Air Resources Board
9528 Telstar Avenue
El Monte, California 91731
Auditorium, Annex IV

Staff Contact: Lisa M. Kasper
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BACKGROUND INFORMATION

Air quality in California has improved dramatically over the past 25 years, largely due to continued progress in controlling pollution from motor vehicles. Faced with ever more stringent regulations, vehicle manufacturers have made remarkable advances in vehicle

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technology. Several thousand ZEVs are now in everyday service on California roads, and the latest conventional internal combustion engine vehicles achieve emission levels that seemed impossible just a few short years ago.

Despite this progress, the number of vehicles in California continues to grow and Californians are driving an ever-increasing numbers of miles. The result is that mobile sources are still responsible for well over half the ozone-forming emissions in California. The ZEV program is a critical part of the ARB's long-range vision to meet State and federal-health based air quality standards, which continue to be exceeded in all of California's metropolitan areas.

Starting in 2003, automobile manufacturers are required to offer ZEVs to meet the ZEV mandate. Auto manufacturers are encouraged to produce ZEVs prior to 2003 through the use of multiple credits and financial incentives for early introduction. Currently, EVs are the only zero-emission technology that are commercially available. However, the proposed changes to the ZEV mandate will bring additional emphasis to other electro-drive technologies. Therefore staff will explore including the entire array of electro-drive systems in the public outreach and education plan that is developed.

There are many benefits to promoting zero-emission and other advanced technology vehicles. They have zero or almost zero tail pipe and evaporative emissions, which cause smog formation. They also reduce toxic and greenhouse gas emissions, promote energy diversity, and reduce impacts of used oil and leaking fuel on water quality.

ARB recognizes that there is a need to move forward to address the fact that although EVs are not a new technology, most people are unaware of the capabilities of the new production EVs on the road today. Most consumers have many misconceptions about EVs that need to be dispelled. This can only be done through a comprehensive outreach and public education campaign that educates the public on their vehicle choices and the benefits ZEVs and perhaps near-ZEVs offer.

ARB staff also recognizes that past efforts have been made by stakeholder groups to develop and implement ZEV awareness campaigns. All of these efforts have been beneficial to the ZEV program and should be used as the foundation, as ARB and stakeholders move forward to develop and implement a plan.

At this workshop, we will discuss ARB's January 2001 ZEV Outreach and Public Education Plan. Included in this discussion will be presentations on the different public outreach and education programs that have been developed to date. In addition, we

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will discuss how we can build on these ideas to move forward with a comprehensive plan to effectively promote and educate the public on ZEVs and possibly other near-ZEV technologies. ARB staff would also like to recruit participants for a smaller stakeholder group that can meet more frequently to work on outreach and public education.

For a copy of the ZEV Outreach and Public Education Report, please visit our web site located at <http://www.arb.ca.gov/msprog/zevprog/outreach/outreach.htm> or contact Ms. Ibyang Rivera at (916) 323-6169 or via email at irivera@arb.ca.gov.

Also, please note that there will be a public workshop to discuss infrastructure standardization, ZEV credit for additional vehicle types, and multi-manufacturer arrangements on February 27, 2001. For more information on this workshop, please visit our web site located at: <http://www.arb.ca.gov/msprog/zevprog/charging/charging.htm>.

ZEV-PROGRAM LIST SERVE

For your information, ARB maintains a list serve area for the ZEV Program. If you sign up for this list serve, you will receive an e-mail notice when new information has been posted to the ZEV Program web site. To subscribe to the ZEV Program list serve, please visit the following web site: <http://www.arb.ca.gov/listserv/listserv.htm>.

Sincerely,

Robert H. Cross, Chief
Mobile Source Control Division